

March 13, 2018

Mitch Altman
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Hello Mitch,

Thank you for sharing feedback from the Noisebridge group with me. I am happy to answer your questions and any others you may have.

Your group asked about what you get from the discovery process.

Included in the discovery process is a written report with findings from discovery activities and our own separate research.

- We will identify the core cause for the campaign, the benefit for your immediate and broader community, and sketch a broad case statement that you can use to shape your communications.
- We will identify the key components of a successful campaign and assess your current readiness.
- We will identify the structure and timeline of a successful campaign. Typically, you can start raising money from individuals immediately; foundations and corporate contributions take time to acquire and have their own schedules for applications. Also, you have mentioned that there are some cultural concerns about the acceptance of corporate money, and perhaps even from some foundations, so we will need to explore those (i.e., what kind of recognition to offer, etc...)
- We will identify ways to structure a campaign that will enhance the existing culture of Noisebridge.
- We will identify giving level opportunities commensurate with the amount of money you would like to raise.
- We will identify prospects for giving: our team will perform research and identify proposals you qualify for.
- We will schedule a presentation for you and the other members of your group where we will walk you through the findings and recommendations and take any and all questions.

Your group asked about timeline and ongoing costs should you choose to work with us to develop your campaign.

For an organization like Noisebridge, raising \$500,000 - \$1,000,000 typically takes between six months and two years, depending on the sources targeted and the access of the organization to capital. I understand you have some pressing needs, so we will structure a campaign to hit financial milestones. We have experience on capital campaigns so can be a guide to the whole process, not just the money raising aspect.

If you choose to work with us, we will immediately begin developing foundation and corporate proposals for you.

We will also initiate an individual donor strategy, which involves an in-person ranking and assignment of prospects for communications and cultivation, and the development of clear communications pieces with campaign information, giving and benefit levels (if any, we understand a desire to maintain an egalitarian culture at Noisebridge.)

We may want to develop a broad communications strategy, including public relations and social media strategies.

- I typically charge \$1,000 - \$2,000 per month for ongoing high level coaching and herding of a campaign committee, this includes regular meetings and other contact by phone or email as needed.
- Hiring us as your campaign counsel entitles you to our discounted rates for all other related work, as needed:
 - Grant proposal work: research, writing, submission, reporting: \$85/hour
 - Design work for materials, etc: \$95/hour
 - Database entry, reporting, management and tracking: \$40/hour
 - Marketing strategy development and execution, if needed beyond immediate individual solicitation strategy: \$85/hour
- Depending on the specific level of complexity, initial proposal writing usually takes between 5 and 10 hours per application. Proposals take less time as we go, as we reuse text and familiarize ourselves with your financial and other documentation. Grants range in size from \$5,000 to, well, millions, but I estimate the proposals we will pursue will be in the \$25,000 to \$100,000 range. We will work with you to prioritize return on investment for your proposal development dollars.
- Depending on the number of proposals we decide to pursue, it may make sense to develop a comprehensive case statement for Noisebridge, a document from which we (or you) can cherry pick as you apply for funding.
- Also, I can travel to engage in ongoing support work for the campaign or we can conduct it via video conference, though I expect we will need at least two early meetings in person to get your ball rolling in the right direction.

Below is a broad estimate of the costs associated with this campaign, based on an 8-month engagement. It is important to note that it is common practice to wrap your fundraising costs into the campaign goal. Foundations and other funders understand that raising money is skilled work and a legitimate cost of non-profit management.

Noisebridge Campaign Cost Estimate -- 8 months

Discovery Phase	\$4,000
Campaign Counsel Services (@ \$2,000 per month)	\$16,000
Proposal writing	\$10,000
Data management	\$1,000
Materials Design	\$1,000
Marketing	\$1,000
Total	\$33,000

Please also remember that our work will seek not only to raise this initial \$500,000 to start your new phase of operation, but also to create systems that will sustain you through your increased annual fundraising needs.

If you have any additional questions or feedback or a counter proposal, please let me know. I would be happy to have a phone conversation with your group.

Warmly,

Josef Krebs